Reg. No. : ....

Name : ....

Seventh Semester B.Tech. Degree Examination, October 2014
(2008 Scheme)
08.701 : PRINCIPLES OF MANAGEMENT AND DECISION MODELLING
(MPU)

Time : 3 Hours

Max. Marks : 100

Instructions : i) *Answer **all** questions in Part **A**.*

ii) *Answer **any one full** question from **each** Module in Part **B**.*

PART – A

1. Explain the importance of motivation.

2. What is meant by delegation of authority ?

3. What are the types of co-operative sector industries ?

4. Give a layout of a fibre manufacturing industry.

5. Describe the important functions of personnel management in brief.

6. What are the safety measures adopted in industries for avoiding accidents ?

7. Distinguish between selling and marketing concepts.

8. Price is a critical element of "Marketing Mix". Explain.

9. What is meant by critical path ?

10. What is meant by zero sum game ?   (10×4=40 Marks)

PART – B

Module – I

11. a) Describe the contributions of some eminent personalities on the evolution of scientific management. **8**

   b) What types of industrial organization will you recommend for the following industrial units ? Explain the same in brief and discuss how you will raise capital for each one of them.

   a) Ship Building Unit in Public Sector

   b) Automobile manufacturing in Private Sector. **12**

12. a) What is meant by Joint Stock Company ? Describe the procedures for forming 'Joint Stock Company'. **10**

   b) What are the different forms of industrial ownership ? Explain. **10**

Module – II

13. a) Explain the various types of plant layouts. **10**

   b) What are the different stages in the Product Life Cycle ? Explain the marketing strategies to be adopted for different stages of Product Life Cycle. **10**

14. a) Explain the scope and objective of industrial psychology. **8**

   b) Find the trend by least square method for data as follows : **12**

Year	1975	1976	1977	1978	1979	1980	1981
Demand in 1000 units	85	75	80	72	65	60	55

   Also estimate the demand for 1984.

Module – III

15. A firm makes two products X and Y and has a total production capacity of 9 tonnes per day, X and Y requiring the same production capacity. The firm has a permanent contact to supply at least 2 tonnes of X requires 20 machine hours production time and each tone of Y requires 50 machine hours production time, the daily maximum possible number of machine hours is 360. All the firm's output can be sold and the profit made is Rs. 80 per tonne of X and 120 tonnes of Y. It is required to determine schedule for maximum profit and calculate this profit. **20**

16. A project consists of 8 activities. The activities and their time estimates are shown below :

Activity	Optimistic time (weeks)	Most likely time (weeks)	Pessimistic time (weeks)
1 – 2	2	6	10
1 – 4	2	7	12
2 – 4	3	6	9
3 – 4	2	5	14
3 – 5	2	5	8
4 – 6	6	12	30
5 – 6	5	11	17
5 – 7	3	6	15

a) Draw the network diagram

b) Determine the critical path

c) Compute the probability of completing the project 3 weeks earlier than the critical path length.   20

(3×20=60 Marks)

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